Chapter 1: What's new in Adobe Connect 9

Adobe® Connect™ is a web conferencing solution for web meetings, e-learning, and webinars. It powers mission critical web conferencing solutions end-to-end, on virtually any device, hence boosting productivity within the organizations. The new version of Adobe Connect offers improvements in the following major areas:

- A revamped webinar solution integrated with Adobe® Digital Marketing Suite

- Added e-learning capabilities, including SCORM import

- Improved meeting experience on desktop, mobile, and tablet devices

- Increased seminar room capacity of up to 1500 participants on the Adobe hosted service

## New events registration module

You can rapidly create an enticing onboarding experience for your webinars and trainings.

Rich HTML-based event page templates With an easy-to-use drag-and-drop interface of Adobe® CQ5™, you can create customized event page templates. These include a landing page, speaker information page, registration page, and login page. Besides the included event page templates, Event Managers and Event Administrators can create any number of custom templates. They can use a number of rich components, such as, images, Adobe® Flash®, tables, charts, carousels, and more. Event Administrators can thus control the branding by creating shared templates that that others cannot edit.

Rich HTML event pages, created quickly using Adobe CQ technology

Template-based email triggers Create email templates, with the easy-to-use drag-and-drop interface of Adobe CQ5. You can create email templates that are either shared or private—to allow for better branding control. Apart from the standard email triggers like invitation, reminder, thank you, or missed you, you can also create custom email triggers. The custom email triggers go out to specified registration groups at a predefined time. Custom triggers include selecting a time relative to an event, BCC recipients, Reply To addresses, and more.
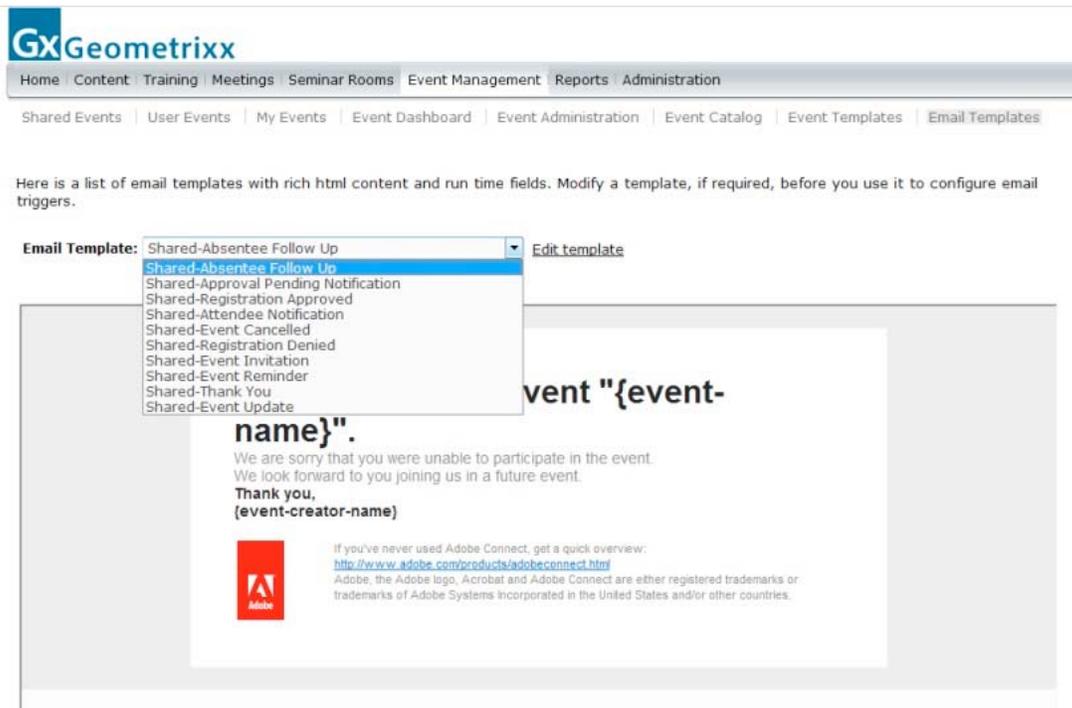
Customize various email triggers with HTML templates

Event Catalog To improve event discovery, Adobe Connect 9 automatically generates a master Event Catalog that lists all the published events. You can now embed the Event Catalog in any web page using an embed code. You can also create a unique catalog for each folder in the events section. These catalogs provide a list view and a date view of the events. You can also filter events based on tags and highlight featured events in a carousel. Event Administrators have full control over the Event Catalog layout and branding.
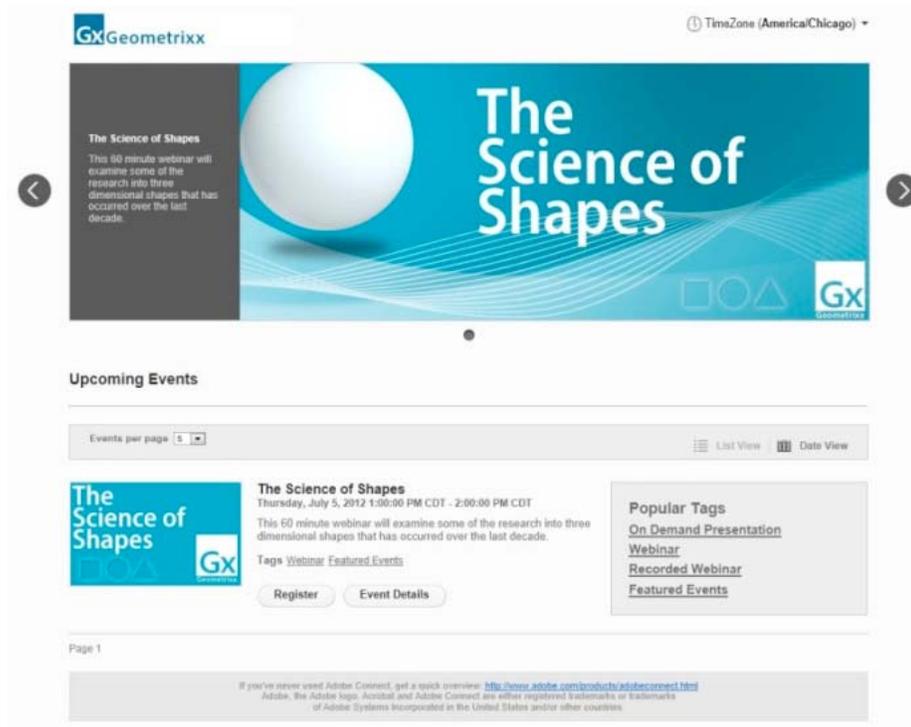
Master Event Catalog with rich display, event filtering, and support for the featured events

Registration without password To allow for simplified event registration, you can now create events that do not require a password. Participants log in to these events using just their email addresses.

Event registration is now possible without creating a password. Fill in your details and click Join.

Simplified viewing of On demand events Events setup for On-demand viewing with recordings, presentations, e-learning, PDF documents, or other supported content now have a simplified participant experience. When an event is set up to allow direct entry, participants can immediately view the content of the event, after submitting their registration form. They do not need to wait for a confirmation email.

Event Administrator role The new role of Event Administrator enforces branding guidelines and event configurations. Event Administrators can create shared templates, limit tags in the Event Catalog, create Reply To options for email triggers, and assign Event Manager role to the registered users.

Event Administrators manage the event tags, which in turn makes it possible to filter the events in the Event Catalog

Detailed event reporting

You can now optimize your webinars and training by knowing what works for your audience.

Measure event effectiveness The detailed reporting of user engagement and attendance helps understand the effective and ineffective parts of an event. Apart from the new engagement report, detailed reports on user participation and interactions, such as, Q&As, polls, file downloads, chat, and status updates are available.

Engagement report indicates the overall engagement of participants over the course of an event

Measure promotion effectiveness Campaign reports provide a detailed view of the performance of the campaigns that promote the events. You can not only measure generated page views, but also the event logins and the qualified leads. You can set lead qualification rules on both, the user-submitted demographic information and the activity information like attendance duration.
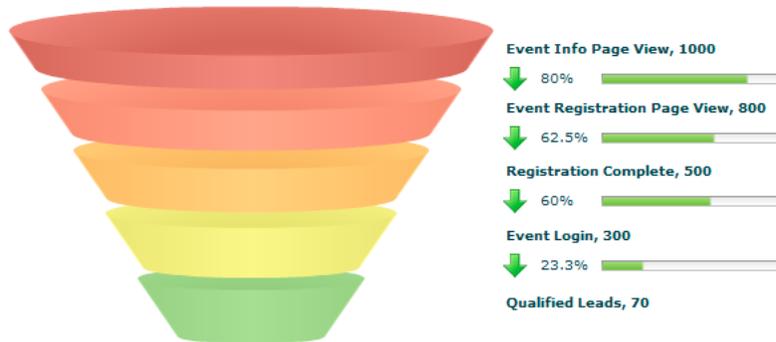
Conversion funnel allows you to gauge promotion effectiveness and identify qualified leads

Detailed participant profiles and qualification Participant profiles combine demographic information from registration questions such as name, and email with activity information from event participation such as poll responses, engagement levels, and questions asked. These details help you do a more effective follow-up and lead qualification. For further integration with a lead management system, either download participant profiles as a CSV file or access the information using the web services APIs.

Integration with Adobe® SiteCatalyst™ Adobe SiteCatalyst technology powers the event reports. Adobe SiteCatalyst customers can integrate their events data with data from other channels for powerful closed loop marketing. Adobe SiteCatalyst customers can also use the rich toolset to generate further insights from their events data..

Provide your Adobe SiteCatalyst credentials to enable detailed event analytics

Engagement dashboard

You can increase your event effectiveness by receiving real-time feedback on the audience engagement.

Measure engagement The new Engagement Dashboard provides a snapshot of the participants' overall engagement during an event, a seminar, or a virtual classroom. Through a proprietary algorithm, Adobe Connect monitors various user interactions within the meeting room, voice conferences, polls, Q&As, status updates, and so on. The monitoring is used to calculate a participant's engagement score. Engagement Dashboard displays an aggregate score for all the participants. Individual engagement level for each participant is also displayed in the Attendee pod. To identity and improve those portions of a seminar, that are not well received, variation of engagement score can be utilized.

Engagement Dashboard quantifies the engagement in a webinar

Monitor interactions The Engagement Dashboard displays how many participants have responded to the various polls and outstanding questions in the Q&A pod and the Poll pod. Presenters can use this information to tailor the flow of their sessions.

Improved seminar room capacity

Conduct engaging webinars with up to 1500 participants.

Increased capacity Adobe Connect 9 allows you to conduct large webinars. With an increased capacity of up to 1500 participants in the seminar rooms on the Adobe hosted service, you can conduct large webinars like, product launch. All the rich interaction capabilities like, single click layouts, presenter only areas, polls, and Q&A are available to keep all your engagements smooth.

Seminar room scheduling Adobe Connect 9 includes a seminar room calendar, that allows you to easily find available time slots and prevent conflicts with other scheduled seminars. Calendar view shows availability across all of your seminar licenses based on the schedule of your seminars.

Improved meeting experience

Adobe Connect 9 makes collaboration more effective by offering the following enhancements.

Share pod Users now have the zoom options easily accessible to them, for a better viewing experience. The full screen option for share pod is also available in the meeting recordings. There is a new option for meeting Presenters to move all Participants to full-screen mode when starting a screen-share session. Meeting hosts can hide the title bar of the share pod to increase the viewing area. It helps in branding the meeting room with custom images and logos.

Audio Hosts can seamlessly manage participants' audio with an option to mute the attendees connected via the integrated teleconference.

Video A highlighted frame displays around the speakers video feed so participants can easily identify the speaker from the other attendees. Meeting hosts can configure this option.

Q&A pod Meeting presenters can now send messages to selected participants from the Q&A pod. Targeted messages are useful in large formal meetings. Hosts can hide chat communications from participants by hiding the chat pod, while communicating using the Q&A pod.
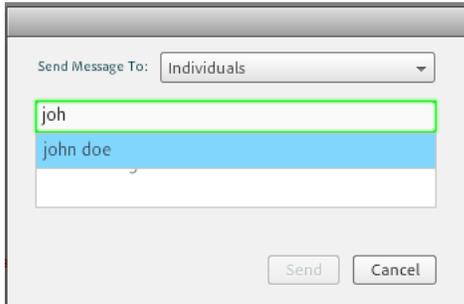
Search for a participant to send a private message

Poll pod The new short answer type responses, introduced in Adobe Connect 9, adds more impact and meaning to your polls. Now the answers are not restricted to a fixed set.
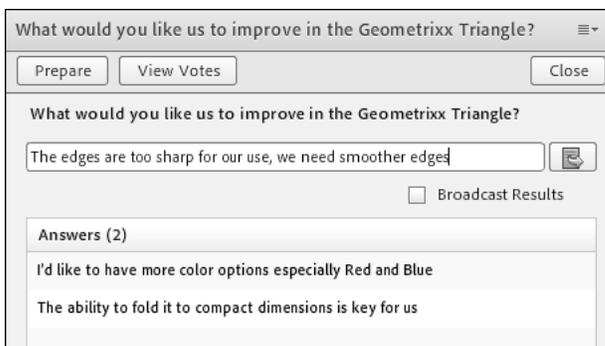
Use Poll pod to gather feedback

Improved editing of meeting recordings

Adobe Connect 9 provides new features and increased flexibility to create shareable assets from meeting recordings.

Custom index A logical index can significantly improve the viewing experience. It's now possible to create a custom index for recordings, using chapters and bookmarks. Bookmarks help the viewers advance to specific spots in a recording, while chapter markers are higher-level logical groupings of several bookmarks. Hosts can add, edit, and delete bookmarks or chapter markers in a recording.
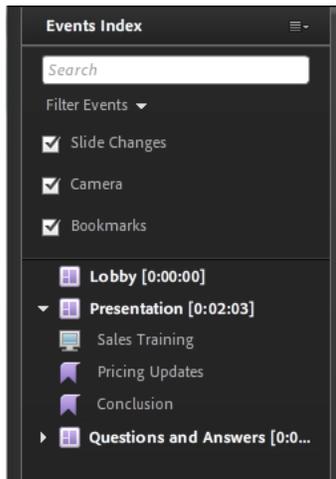
A custom index makes a recording much more usable

Hide the pods from a recording Organizers can hide one of more of the Chat pod, Attendee pod, or the Q&A pod from a recording. When the Share pod is the only remaining pod in the recording, it expands to full screen to improve the viewing experience.

Make participants anonymous Organizers can hide the names of all attendees from meeting pods such as the chat pod, the Q&A pod, and the attendee pod, before sharing a recording. It helps in protecting the identity of the participants.

Adobe Connect 9 for e-learning

Adobe Connect 9 can be used to deliver a wide range of e-learning content.

SCORM import Important to all e-learning programs is the ability to track learners' activities. Instructors follow their students' progress and run reports on test scores. E-learning authors can now directly import SCORM content in Adobe Connect, for use in training courses delivered from the Rapid Training Management System. You are able to quickly and easily use your existing SCORM content within Adobe Connect trainings and curricula. Using existing content reduces the cost of integration, by leveraging your existing content.

Integration with Adobe eLearning Suite 6 Adobe Connect provides users and learners with anywhere, anytime access to rich content created using Adobe eLearning Suite. With continued advances in the Adobe eLearning Suite, the solution is now extended to support mobile devices. Publish your Adobe eLS mobile-format content to the Adobe Connect Server, that the users can access and play from their mobile devices..

Adobe Connect Mobile 2.0 client

Mobile client of Adobe Connect lets you attend and host meetings anywhere, anytime. Adobe Connect Mobile is already the most highly rated live collaboration client for mobile devices. Adobe Connect Mobile 2.0 client provides a richer experience, for the tablet users, to host and attend meetings. Mobile hosts now have a set of meeting controls unmatched by any other web-conferencing client in the marketplace. The controls include sharing documents and presentations from an Adobe Connect Server. Now the hosts can change the layout within a meeting, use the whiteboard, and draw on the slides to highlight a critical point. Various controls over participants' recordings and audio within the meeting are also available to a tablet-based mobile hosts.
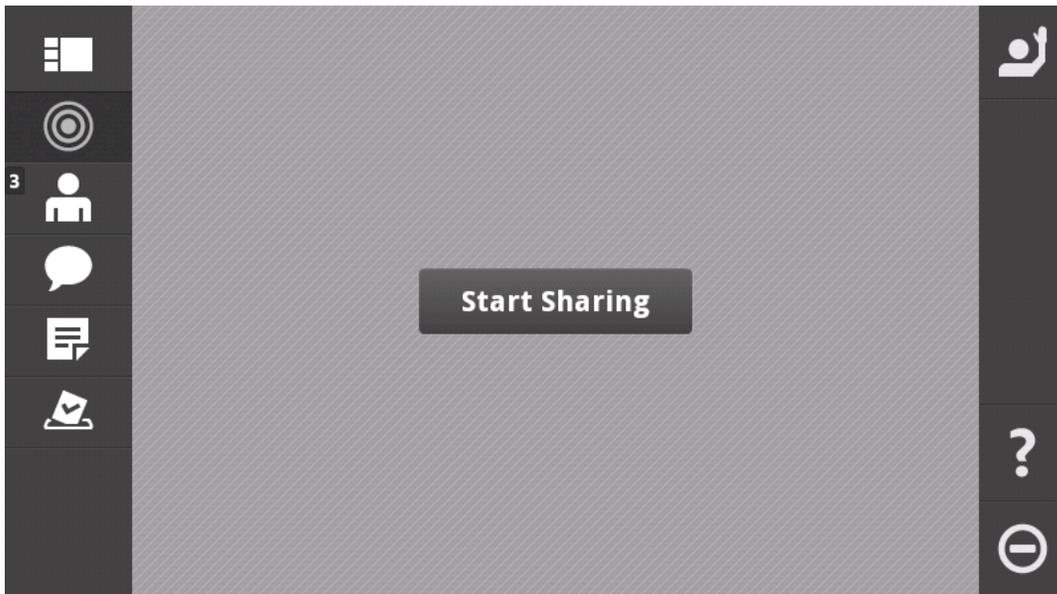
Adobe Connect Mobile client provides unmatched collaboration options on your mobile or tablet devices